

twistTV

Life throws curves.

Twist TV is all about real life with a twist; capturing the experiences of everyday people facing extraordinary situations. The channel's diverse cast of characters and their colourful stories – from unique personal challenges, to difficult family issues, to unusual medical circumstances - are always relatable and often outrageous. With a lineup of programming that includes tales of out of control kids, pageant moms and life changing health situations, audiences are guaranteed to be hooked.



Little Miss Perfect

new series and seasons

Find My Family

Find My Family reunites long-lost family members who have been separated for various reasons or circumstances. With the help of a dedicated team of researchers this show helps fill the gaping holes in people's identities often left by the absence of family members.



How the Other Half Live

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How the Other Half Live aims to show just what it means to grow up in poverty in 21st-century Britain. Each episode follows the story of two families as a wealthy family decides to assist one that is living below the poverty line. Each family hopes that their children will gain from the experience by understanding what life is like for others. The series raises important questions about how we respond to the poverty on our own doorsteps.

World's Strictest Parents UK

World's Strictest Parents follows the journey of two unruly teens from different families as they are forced to adapt to the rules and regulations of very strict host parents. In each episode two misbehaving teens will be subject to their host parents' punishment for breaking rules and skipping chores, forcing them to curb their self-destructive behavior.

Mario Lopez: Saved by the Baby

Watch as *People Magazine's* Sexiest Bachelor, Mario Lopez, makes the transition to fatherhood as he and girlfriend, Courtney Mazza, prepare for the birth of their first child.

marathons

Raising Sextuplets



Jenny and Bryan Masche are back raising their toddler sextuplets and trying to survive a job loss and living on one salary.

Wife Swap UK

This series lifts the lid on the choices different people make: how they divide up parenting, shopping and housework, spending priorities and what they want from their social life. Here is a rare opportunity to witness what it is like to live someone else's life and experiences.



Supernanny

Supernanny features professional nanny Jo Frost, who devotes each episode to helping a family where the parents are struggling with their child rearing. Through instruction and observation, she shows the parents alternative ways to discipline their children and regain order in their households.

Little Miss Perfect

'Little Miss' contests are a storm of hope, anxiety, dreams and despair, as young families buy thousand-dollar dresses and dentures for children barely out of diapers. To supporters, there is no better training ground for life. To critics, the pageants are exploitative and inappropriate. For or against, you can't ignore this strange American phenomenon.

Great American Road Trip

Great American Road Trip sees seven ordinary families set off for a funny, heart-warming adventure of a lifetime. Over eight episodes, they take a road trip across the US, travelling in specially branded RVs. Forced to live on top of each other, they soon find out that there's nowhere to hide... but that's the least of their worries.



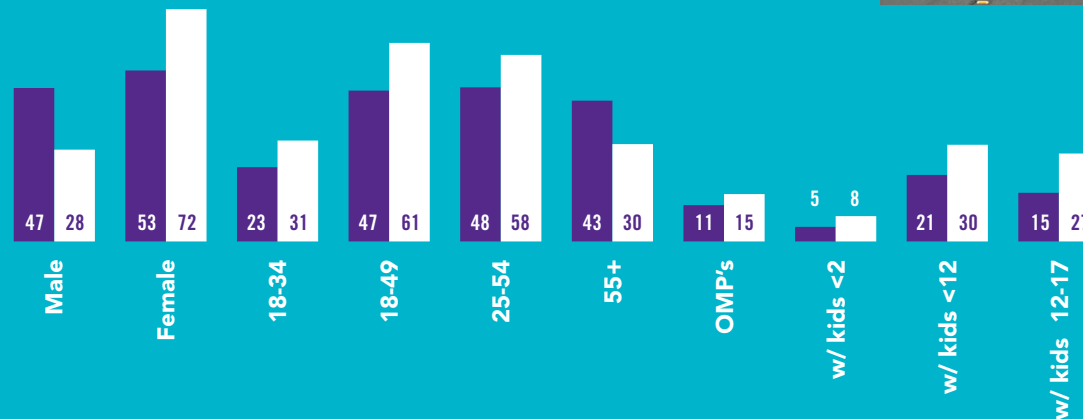
Audience Profile

Demographic Profile

% of A18+ AMA, English Canada

BBM Canada PPM Data (Nov1-Dec5/10)

Total TV ■
Twist TV ■



More likely to:

- Enjoy casual/ family dining (117), fine dining (124), coffee/donut shops (118) and visiting a bar or pub (106)
- Spend their entertainment and leisure time going to the movie theatre (131), musical concerts (148), travelling (120) in the past year and gardening (128)
- Spend time online for social networking (110), instant messaging (152) and listening to regular radio (128)
- Carry a mortgage (107), invest \$10,000+ on home improvements (190) and spend \$30,000+ on a vehicle (147)
- Have government savings bonds (142), personal loans (124) and term deposits/GICs (108)

Source: BBM Canada PPM Data (Nov 1-Dec 5/10) English Canada/Comp% of Adults 18-54

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